



EMBARCADERO PLAZA PROJECT

NOTES: December 11, 2024 Meeting

DISTRIBUTION:	TEAM	ATTENDANCE
Rec Park	Phil Ginsburg phil.ginsburg@sfgov.org Lisa Bransten lisa.bransten@sfgov.org Stacy Bradley stacy.bradley@sfgov.org Kelli Rudnick kelli.rudnick@sfgov.org Eoanna Goodwin eoanna.goodwin@sfgov.org Bev Ng beverly.ng@sfgov.org	X (Virtual) X X X X X
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BXP	Aaron Fenton afenton@bxp.com	X
DSFP	Robbie Silver rsilver@downtownsf.org	X
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1. Introductions

2. Project Governance: Confirmed the Project Governance Team and Committees as follows:

Project Delivery	Fundraising	Comms and Govt Affairs
Point: Eoanna Goodwin, RPD	Point: Robbie Silver, DSFP	Point: Bev Ng, RPD
Aaron Fenton, BXP Brian Jencek, HOK Roana Tirado, HOK POC Yonguk Kim, HOK Dana Ketcham RPD, (advisory)	Aaron Fenton, BXP Lisa Bransten, RPD Jacob Bintliff, OEWD Brian Jencek, HOK	Lisa Bransten, RPD Eoanna Goodwin RPD Robbie Silver, DSFP Aaron Fenton, BXP Laura Kerl, BXP Jacob Bintliff, OEWD

3. Project Goals: Themes

- **Iconic:** Create a World Class Park for Downtown/ Bayfront
- **Economic Revitalization:** Support and Restore the vibrancy of downtown San Francisco
- **Connecting People to Each Other:** Create a fun, safe space for people to relax and gather outside
- **Connecting to the City:** Create physical connections in all directions. Connect to the end of Market street and the Ferry Building to the east and west and create connections up and down the waterfront
- **Connections beyond the city:** Create a park that draws visitors from the community and the city and from across the region and beyond.

4. Design Kickoff

- **OVERALL DESIGN:** Vision is to have a place where people gather for big events. What does it mean to create an urban “room”? How should the design team be thinking about soft and hard edges as ways to form connections and also contain activities (and children!) as needed. How do we take advantage of what is around the park?
- **Amenities:** Lighting will be very important; Need to be thoughtful about ratio of lawn to hardscape. What surfaces are resilient to large crowds v. compelling to sit on and enjoy the park and/or events/entertainment
- **Art:** Need to think about iconic engaging art that will bring people to the site and have the interact with the art like the “Bean” attracts visitors in Chicago and brings world-wide recognition to Millenium Park
 - Reach out to SFAC at the appropriate time to discuss a competition/RFP for the art
 - Investigate the inclusion of elements from the fountain into the landscape

5. Steps to Concept Approval

- **CEQA:** Fountain is likely the only item that will need to be analyzed. Neither the bricks nor the sunken nature of the plaza are historic contributing factors. RPD will work on getting historic preservation team onboard quickly. We need to look at how to thoughtfully remove and/or acknowledge the history/presence of the fountain. We don’t currently have a destination for the fountain. Note that this and the Lincoln Monument
- **Grant Approval:** Working to get this back to Budget & Finance Committee on Jan 15.

6. Next Steps: Next PGT meeting Weds Jan 22 or Weds Jan 29 at 9am at BXP Offices